

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 CIAE-00 COME-00 EB-07 INR-07

LAB-04 NSAE-00 PA-02 RSC-01 SIL-01 PRS-01 /036 W

----- 096076

P R 201513Z JAN 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC PRIORITY

SECSTATE WASHDC PRIORITY 2950

INFO AMCONSUL ANTWERP

AMEMBASSY LUXEMBOURG

USIA WASHDC

UNCLAS SECTION 1 OF 2 BRUSSELS 0485

E.O. 11652: NA

TAGS: BEXP, BE

SUBJECT FY 76 CCP: CAMPAIGN WORKSHEETS

REF: (A) BRUSSELS 399; (B) STATE A-9016

POST CAMPAIGN WORKSHEETS ARE AS FOLLOWS:

A. LABORATORY INSTRUMENTS

1. CAMPAIGN MANAGER (CM): MARK LARE

2. CAMPAIGN STATEMENT (CS): EMBASSY BEGAN CONCENTRATION ON THIS CATEGORY IN LATE FH75 WITH CONDUCT OF GMS. WE SHALL NEED REFINE PROMISING MARKET INFORMATION DEVELOPED IN PREPARATION FOR PRIMARY PROMOTION IN FY77.

3. PROJECT OBJECTIVES (PO): 15 TRADE OPPORTUNITIES; TWO PRODUCT FOLLOW-UP MARKET REPORTS: ATTENDANCE 6 BELGIANS AT EACH TC SHOW.

4. ACTION: BY 9/30: CALL ON FOUR LEADING AGENTS IN SECTORS TO REVIEW MARKET SITUATION AND POSSIBLE TRADE OPPORTUNITIES. BY 12/31: CALL ON SEVERAL SMALLER AGENTS IN SECTOR; COMPLETE FOLLOW-UP CALLS WITH PROMISING PRIVATE OR PUBLIC END-USERS AS NECESSARY; DEVELOP 7 TO'S; PROMOTE FRANKFURT TC SHOW 1/76.

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BY E/31: SUBMIT ONE FOLLOW-UP MARKET REPORT. BY 6/30: DEVELOP

8 TO'S ; SUBMIT ONE FOLLOW-UP MARKET REPORT.

B. AVIONICS

1. CM: RN GRANT

2. CS: SUSTAINED PRIMARY PROMOTION IS REQUIRED TO ASSIST US SUPPLIERS IN COMPETING FOR HIGH-TICKET AIRCRAFT AND PARTS SALES, PRINCIPALLY TO THE GOVERNMENT. THIS EFFORT FACILITATED AN ESTIMATED 25 MILLION DOLS WORTH OF SALES IN FY75.

3. PO: 10 MILLION DOLS EXPORTS, PRINCIPALLY RADAR EQUIPMENT:
4 TO'S.

4. ACTIONS: BY 9/30: CONSULT WITH GOB ON FUTURE PRODUCT REQUIREMENTS; FOLLOW-UP AS REQUIRED WITH BELGIAN ATTENDEES AT FY 75 PARIS AIR SHOW. BY 12/31: SUBMIT REPORTS ON UPCOMING SALES POSSIBILITIES AND CONSULT WITH INTERESTED SUPPLIERS. BY 6/30: FOLLOW-UP AS NECESSARY; PROMOTE BELGIAN ATTENDANCE AT FY76 PARIS AIR SHOW.

C. POLLUTION CONTROL EQUIPMENT

1. CM: MLORE

2. CS: SPECIAL MARKET REPORTING AND TARGETED PRIMARY PROMOTION REQUIRED TO FOLLOW-UP APRIL 1975 TRADE MISSION.

3. PO: TWO SPECIAL MARKET UP-DATE REPORTS; 15 TO'S; 10 PERCENT INCREASE IN SALES OF U.S. POLLUTION CONTROL PRODUCTS; ATTENDANCE 6 BELGIANS AT EACH TC SHOW.

4. ACTIONS: BY 9/30: SUBMIT REPORT TO COMMERCE ON "ANTIPOL" BUSINESS GROUP TRAVEL PLANS (GROUP TENTATIVELY PROJECTS U.S. TRIP FOR LATE CY75); DEVELOP 5 TO'S. BY 12/31: PLACE AT LEAST ONE ARTICLE IN LOCAL TRADE MEDIA; SUBMIT UPDATED REPORTS ON STATUS BELGIAN ANTI-POLLUTION LEGISLATION AND REGULATIONS; INITIATE PROMOTION OF 3/76 SHOW AT LONDON TC: DEVOTE ONE ISSUE OF COMMERCIAL NEWSLETTER TO STATUS USG ECONOGY PROGRAM. BY 3/31: COMPLETE PROMOTION OF LONDON TC SHOW PLUS 4/76 SHOW AT UNCLASSIFIED

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PARIS TC: DEVELOP 7 TO'S; COMPLETE SERIES OF CALLS ON KEY GOVERNMENT AND INDUSTRY OFFICIALS; PLACE AT LEAST ONE ARTICLE IN LOCAL TRADE MIEDIA; BY 6/30: HOLD USIS-FURNISHED VTR SHOWINGS COMBINED WITH CATALOG OR PRODUCT DISPLAY PROMOTION IN BRUSSELS AND POSSIBLY ANTWERP; DEVELOP 3 TO'S; SUBMIT SHORT MARKET UP-DATE REPORT.

D. FOOD PROCESSING/PACKAGING EQUIPMENT

1. CM:MLORE

2. CS: EMBASSY BEGAN CONCENTRATION ON THIS CATEGORY IN FY 75 WITH CONDUCT OF GMS. PRIMARY PROMOTION IN FY76 WILL BE AIMED AT EXPLOITING POTENTIAL FOR SPECIFIC EQUIPMENT TYPES WHERE U.S. SUPPLIERS COMPETITIVE.

3. PO: ONE MARKET UP-DATE REPORT; 15 TO'S ; 10 BELGIANS TO EACH TC SHOW AND TO NAFEM/75.

4. ACTIONS: BY 9/30: PROMOTION OF 9/75 SHOW AT LONDON TC AND NAFEM/75; SUBMISSION MAREKT UPDATE REPORT. BY 12/31: DEVELOP 5 TO'S; INITIATE PROMOTION OF 2/76 SHOW AT PARIS TC. BY 3/31: SPONSOR CATALOG SHOW W/USIS-FURNISHED FPP-INDUSTRY FILMS; PLACE AT LEAST ONE SPECIALIZED USIS ARTICLE IN TRADE PRESS. BY 6/30: DEVELOP 10 TO'S.

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LAB-04 NSAE-00 PA-02 RSC-01 SIL-01 PRS-01 /036 W

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P R 201513Z JAN 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC PRIORITY

SECSTATE WASHDC PRIORITY 2951

INFO AMCONSUL ANTWERP

AMEMBASSY LUXEMBOURG

USIA WASHDC

UNCLAS SECTION 2 OF 2 BRUSSELS 0485

E. CONSUMER GOODS

1. CM: JHLEWIS

2. CS: CONTINUED EMPHASIS NEEDED TO BENEFIT FROM MOMENTUM AND CONTACTS DEVELOPED IN FY 75 IN-STORE PROMOTION AND TO INTEGRATE BI-CENTENNIAL THEME MOST SUCCESSFULLY IN POST COMMERCIAL

EFFORTS.

3. PO: OBTAIN STORE ORDERS FROM IN-STORE PROMOTION OF AT LEAST 250,000 DOLS.

4. ACTIONS: BY 9/30: PROMOTION OF 9/75 SHOW AT PARIS TC; PLACE AT LEAST ONE ARTICLE IN RETAIL TRADE OR POPULAR MEDIA; CONCLUDE NEGOTIATION OF FY76 IN-STORE PROMOTION. BY 12/31: SIGN FY76 IN-STORE CONTRACT. BY 3/31: PLACE AT LEAST TWO ARTICLES IN RETAIL TRADE OR POPULAR MEDIA. BY 6/30: SPONSOR IN-STORE PROMOTION (BRUSSELS; PROBABLY APRIL); REACH TENTATIVE AGREEMENT WITH LOCAL RETAILER ON FY77 IN-STORE SHOW; PLACE AT LEAST TWO ARTICLES.

F. INVENT U.S.A.

1. CM: JHLEWIS
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2. CS: EMBASSY SHOULD CONTINUE ENCOURAGE AND FACILITATE ALREADY SIGNIFICANT REVERSE CAPITAL FLOW FROM WEALTHY AND FOREIGN-MINDED BELGIAN BUSINESS COMMUNITY.

3. PO: SUBSTANTIAL FACILITATION OF THREE NEW BELGIAN INVESTMENTS INVOLVING CAPITAL TRANSFER OF 25-50 MILLION DOLS.

4. ACTIONS: BY 9/30: PUBLISH ARTICLE IN EMBASSY NEWSLATTER. BY 12/31: PLACE TWO ARTICLES IN LOCAL FINANCIAL MEDIA; REVIEW INVEST USA PROGRAMS AND POSSIBLE OBSTACLES WITH LEADING BANKING AND BUSINESS SOURCES. BY 3/31: REVIEW INVESTMENT PROPORTION TECHNIQUES AND RECENT RESULTS WITH SELECTED STATE REPRESENTATIVES. BY 6/30: PLACE TWO ARTICLES IN LOCAL FINANCIAL MEDIA; PROMOTE BELGIAN ATTENDANCE AT INVEST USA SEMINARS DURING FH76.

G. VISIT USA

1. CM: JHLEWIS

2 CS: CONTINUED PROMOTION REQUIRED TO COUNTER POSSIBLE ADVERSE EFFECTS ON BELGIAN TOURISM STEMMING FROM CURRENT ECONOMIC SITUATION. EMBASSY CAN ALSO PLAY USEFUL ROLE IN ASSISTING TOURIST PROMOTION EFFORTS OF STATE OFFICES AND U.S. TRANSPORTATION COMPANIES.

3. PO: ATTENDANCE OF AT LEAST 300 BELGIAN TRAVEL INDUSTRY REPRESENTATIVES OF EMBASSY-SPONSORED TOURISM SEMINARS; FIVE PERCENT INCREASES IN BELGIAN TRAVEL TO U.S. REGIONS FEATURED BY SEMINARS.

4. ACTIONS: BY 9/30: STAGE MAJOR TOURISM SEMINAR ON
US REGION TO BE DETERMINED; PLACE ONE FILM AND ONE TRAVEL
ARTICLE IN LOCAL MEDIA. BY 12/31: COMPLETE PLANNING FOR
SECOND SEMINAR; PLACE ONE FILM AND ONE ARTICLE;
ASSIST USTS PROMOTIONAL EVENT. BY 3/31: STAGE SECOND
SEMINAR ON US REGION TO BE DETERMINED; PLACE ONE FILM AND
TWO ARTICLES. BY 6/30: PLACE ONE FILM AND ONE ARTICLE.
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